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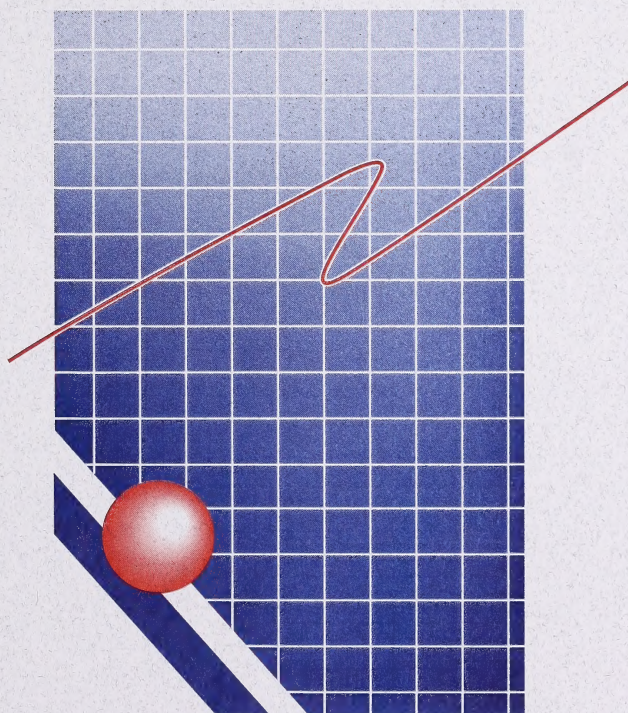
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# 1991 Alberta Resident Travel Survey

Business and Convention Travel







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## 1991 Alberta Resident Travel Survey

### Business and Convention Travel

Prepared by:  
The Strategy Group  
May 1994



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# Introduction

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## About the Study

The 1991 Alberta Resident Travel Survey was commissioned by Alberta Economic Development and Tourism to measure the current levels and patterns of travel by Alberta residents. Gallup Canada conducted the survey between January 1 and December 31, 1991.

The main objectives of the survey were:

- to measure the volume and expenditures of Alberta resident travellers; and
- to measure the personal characteristics and travel behaviours of Alberta resident travellers.

## Study Objectives

Alberta Economic Development and Tourism has commissioned a series of six reports on particular segments of the Alberta market, with the analysis based on the findings of the 1991 Resident Survey. The Business and Convention Travel report is one of these. It focuses on in-Alberta business travel only. It does not include business travel outside the province, unless the trip had a main destination or an overnight stop in Alberta. Please refer to the Out-of-Province Travel report for information on the out-of-province market.

The business traveller is defined as any Alberta resident visitor whose main trip purpose was for business, and who travelled at least 40 km from origin to destination on a day trip, or spent at least one night away from home on the trip.

The business travel segment was divided into two groups based on the specific purpose of the business trip:

- Business/Convention: trips for business/sales meetings or attending conventions, conferences or consumer/trade shows.
- Business/Pleasure: trips combining any type of business travel (e.g., business meetings, conventions, conferences, consumer/trade shows) with pleasure travel.

The objectives of this report are to:

- profile the Alberta business traveller, in qualitative and quantitative terms, in order to provide direction and insight for marketing and tourism development; and
- provide data interpretation which is easily understood and applicable to a wide variety of users.

## Further Information

A brief description of the methodology, terminology and a complete list of Resident Travel Survey reports are contained in the Appendices. For more detailed information about business travel, other segment reports and the survey results, please contact Alberta Economic Development and Tourism.

# Volume of Business Travel by Trip Purpose

Exhibit 1 shows that business travel was the smallest visitor market, representing 10% (4.1 million) of the total number of person trips made by Alberta resident visitors in 1991. Nevertheless, this market is important to Alberta's travel industry — business travellers spent more than the largest visitor market — VFR, and tended to travel in the less popular seasons of spring, fall and winter.

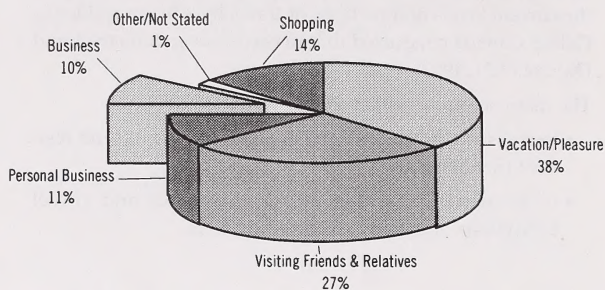
Exhibit 2 subdivides the business travel market into three segments based on the purpose of the business trip:

- trips to attend a business or sales meeting
- trips to attend a convention or conference
- combined business/pleasure trips

As shown in Exhibit 2, business/sales meeting trips accounted for 57% of all business trips, business/pleasure trips accounted for 34%, and convention trips accounted for only 9% of total business trips. Results for convention trips were often based on very small sample sizes which were not reliable enough to be reported separately. Therefore, in this report, convention trip data is combined with business/sales meeting trip data, and referred to as the "business/convention" segment. Thus data for two business travel segments is presented:

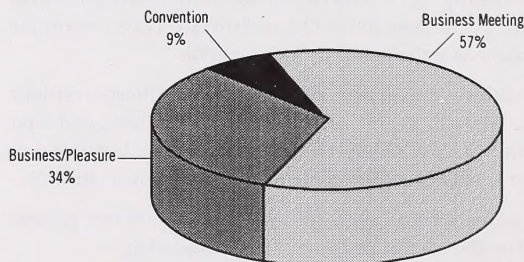
- business/convention (business/sales meeting trip data combined with convention trip data); and
- business/pleasure (data for trips which combined business travel and pleasure travel)

**Exhibit 1: Trip Purpose<sup>1</sup>**  
**Total Alberta Visitor Trips**



*n = 41,040,100 person trips*

**Exhibit 2: Trip Purpose<sup>1</sup>**  
**Business Visitor Trips**



*n = 4,052,700 person trips*

<sup>1</sup> Numbers may not sum to 100% due to rounding.



# Travel Party Size and Composition

- Business/convention travel parties were smaller on average than business/pleasure travel parties (1.36 persons vs. 1.76 persons). The average travel party size for both types of business trip was smaller than for total Alberta visitor trips (2.13 persons).

- Exhibit 3 shows that travel parties consisting of one person were most typical for business travellers: three-quarters (74%) of business/convention visitors and one-half (48%) of business/pleasure visitors travelled alone. This compares to 38% for total Alberta visitor trips.

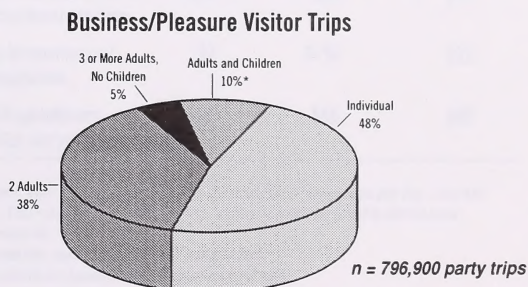
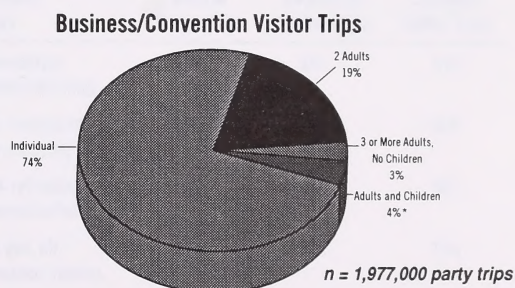
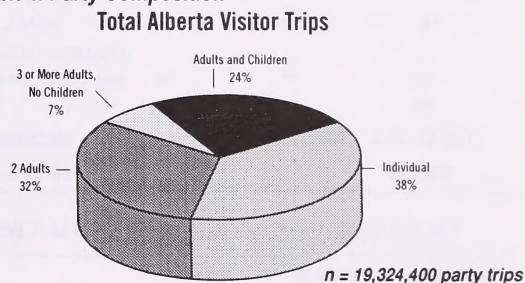
- Exhibit 4 shows that travel parties consisting of one or two adults were most common for both types of business trips. Business/convention visitors were the most likely of the six visitor markets to travel in parties consisting of only one adult.

- Business/pleasure travel parties were more likely to include children than business/convention travel parties (10%\* of party trips vs. 4%\*, respectively). However, the two business markets were less likely than all other visitor markets to travel with children.

**Exhibit 3: Travel Party Size<sup>1</sup>**

Number of Persons in Travel Party	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
	%	%	%
1 person	38	74	48
2 people	36	20	38
3 people	12	3*	6*
4 people	10	2*	5*
5 people	4	**	**
6 or more people	2	**	**
<b>Party Trips</b>	<b>19,324,400</b>	<b>1,977,000</b>	<b>796,900</b>

**Exhibit 4: Party Composition<sup>1</sup>**



<sup>1</sup> Numbers may not sum to 100% due to rounding.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Seasonality of Travel

- As shown in Exhibit 5, a greater proportion of business/convention trips took place in March and April (20% of trips) than both business/pleasure trips (11%\*) and total Alberta visitor trips (14%).
- Almost one-quarter (24%) of business/pleasure trips were made in the late spring/early summer season (May and June). In comparison, 19% of business/convention trips and 16% of total trips were made during this season.
- Only 11% of business/convention trips and 11%\* of business/pleasure trips ended during the summer months of July and August. This compares to 20% for total Alberta visitor trips.

**Exhibit 5: Seasonality of Travel<sup>1</sup>**

Month Trip Ended in 1991	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
	%	%	%
January/February	18	19	18
March/April	14	20	11*
May/June	16	19	24
July/August	20	11	11*
September/October	16	17	15
November/December	18	15	20
<b>Person Trips</b>	<b>41,040,100</b>	<b>2,666,300</b>	<b>1,386,400</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

\* Interpret with caution due to small sample size.



# Expenditures in Alberta

- Exhibit 6 shows the proportion of dollars spent in each expenditure category on total Alberta trips, business/convention trips and business/pleasure trips.
- Although business trips represented only 10% of total person trips (see page 2), they accounted for 18% (\$577 million) of total resident travel expenditures. In comparison, the largest visitor market, VFR (visiting friends/relatives) represented 27% of total person trips, and accounted for \$518 million (16%) of total resident travel expenditures. The business/convention segment accounted for 71% (\$408 million) of total business travel spending, and the business/pleasure segment accounted for 29% (\$169 million).
- The highest expenditure categories on business/convention trips were: commercial transportation fares (21%) and meals and refreshments purchased in restaurants and hotels (15%). The expenditure categories that accounted for the largest proportions of business/pleasure spending were: retail purchases (18%) and meals and refreshments (16%).
- The spending patterns of business/pleasure visitors more closely resembled those of all Alberta visitors than those of business/convention visitors. Compared to business/pleasure visitors and all Alberta visitors, business/convention visitors spent a significantly higher proportion of their dollars on commercial transportation fares, and proportionately less on retail purchases and regular household grocery shopping.
- Exhibit 7 shows median<sup>3</sup> per person per day expenditures, by category, for total Alberta visitor trips, business/convention trips and business/pleasure trips.
- The two business travel markets are high yield segments. Of the six visitor markets, median<sup>3</sup> per person per day expenditures by the business/pleasure and business/convention markets ranked second and third highest, respectively. The shopping market had the highest median<sup>3</sup> per person per day expenditures (\$78), followed by business/pleasure (\$63), business/convention (\$50), personal business (\$30), vacation/pleasure (\$28) and visiting friends and relatives (\$20). In comparison, median per person per day expenditures by the total Alberta resident travel market were \$32.

**Exhibit 6: Expenditures by Category<sup>1</sup>**

Expenditure Category	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
	%	%	%
Vehicle gas, oil, maintenance, repairs	18	13	14
Meals & refreshments in restaurants/hotels	17	15	16
Retail purchases	15	5*	18
Regular household grocery shopping	11	3*	12*
Accommodation (excluding camping)	7	13	10*
Fares for commercial transportation	6	21	4*
Attractions, recreation & entertainment expenses	6	**	**
Other <sup>2</sup>	22	27	24
<b>Total Expenditures</b>	<b>\$3,186,740,000</b>	<b>\$407,966,000</b>	<b>\$169,156,000</b>
<b>Household Trips</b>	<b>2,555,400</b>	<b>2,095,300</b>	<b>868,000</b>

**Exhibit 7: Median Per Person Per Day Expenditures<sup>2,3</sup>**

Expenditure Category	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
Accommodation (excluding camping)	\$80	\$55	\$49
Regular household grocery shopping	\$25	\$25	\$28
Meals & refreshments in restaurants/hotels	\$11	\$20	\$47
Vehicle gas, oil, maintenance, repairs	\$10	\$15	\$10
Attractions, recreation & entertainment expenses	\$10	\$10	\$10
Fares for commercial transportation	\$7	\$150	\$23
<b>Total Expenditures (median per person per day)</b>	<b>\$32</b>	<b>\$50</b>	<b>\$63</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> 'Other' includes major purchases such as vehicles, farm equipment, vacation homes, as well as camping fees, conference/convention fees, groceries for trip, and vehicle rentals/local transportation.

<sup>3</sup> Medians were used instead of means for analysis of per person per day expenditures. The reader is cautioned that the median cannot be used to derive total expenditures.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Modes of Transportation

- Exhibit 8 shows that private vehicles were the preferred mode of transportation for business/convention (92%) and business/pleasure trips (88%), as well as total trips (92%).
- Business/convention trips were more likely to involve travel by airplane (11%) than total trips (2%) and business/pleasure trips (4%).
- Five\* per cent of business/convention trips included transportation by taxis or local buses. This compares to just 1% for total trips.

**Exhibit 8: Modes of Transportation<sup>1</sup>**

Modes of Transportation	Total Alberta Visitor Trips	Business/ Convention Visitor Trips	Business/ Pleasure Visitor Trips
	%	%	%
Car/private vehicle	92	92	88
Other private motor vehicle	4	3*	9*
Airplane	2	11	4*
Taxi/local bus	1	5*	**
<b>Household Trips</b>	<b>23,468,100</b>	<b>2,247,100</b>	<b>887,300</b>

<sup>1</sup> Columns may not sum to 100% as multiple responses were possible.

\* Interpret with caution due to small sample size.

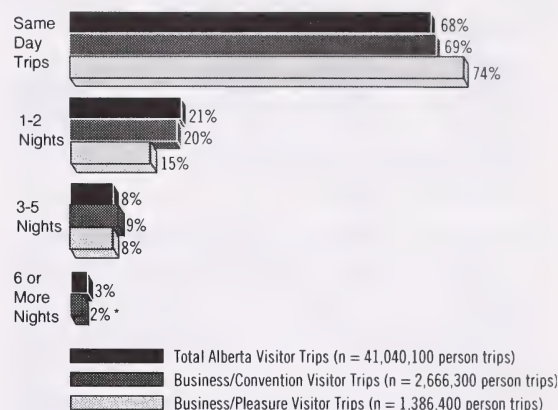
\*\* Data cannot be released due to small sample size.



# Length of Stay and Accommodation Used

- Almost three-quarters (74%) of business/pleasure trips were day trips. This compares to about two-thirds for business/convention trips (69%) and total Alberta trips (68%).
- On overnight trips, business/pleasure visitors spent an average of 3.4 nights away from home, while business/convention visitors stayed 2.9 nights. This compares to an average of 3.2 nights for total trips.

**Exhibit 9: Length of Stay**



- Exhibit 10 shows that Albertans spent close to 30.5 million person nights away from home while travelling in the province. Business/convention trips accounted for 6% (1.9 million) of the total person nights, and business/pleasure trips for 3% (856,300).
- Hotels/motels were the preferred type of accommodation for both business segments. However, a higher proportion of visitor nights were spent in hotels/motels on business/convention trips (75% of person nights) than on business/pleasure trips (49%) and total trips (22%).
- After hotels/motels, the second most popular accommodation on both business/convention and business/pleasure trips was the home of friends or relatives. However, this type of accommodation was less likely to be used on business/convention trips (17% of person nights) than on business/pleasure trips (42%) and total trips (50%).

**Exhibit 10: Type of Accommodation Used<sup>1,2</sup>**

Type of Accommodation	Total Visitor Nights	Business/Convention Visitor Nights	Business/Pleasure Visitor Nights
	%	%	%
Friends/relatives	50	17	42
Total fixed roof	30	77	54
Hotel/motel/resort/lodge	22	75	49
Own vacation home	4*	**	**
Other fixed roof <sup>2</sup>	4*	2*	**
Trailer/campground	18	3*	4*
Other/not stated	2*	3*	**
<b>Person Nights</b>	<b>30,494,400</b>	<b>1,872,200</b>	<b>856,300</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Other fixed roof includes commercial cottages/cabins, bed and breakfast, and youth hostels.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Activities Participated in While in Alberta

- Exhibit 11 shows the participation rate in activities on total Alberta trips, business/convention trips and business/pleasure trips.
- Business/pleasure visitors were more likely than business/convention visitors to participate in multiple activities while on their trip. At least one-quarter of business/pleasure visitors participated in each of the activities listed in Exhibit 11.
- The top three activities for the business/convention market were: dining out (60%), attending business meetings (46%) and visiting friends and relatives (40%). Compared to all Alberta visitors, business/convention visitors were more likely to dine out, attend business meetings and conferences/conventions, attend local festivals, and visit West Edmonton Mall. They were less likely to participate in all of the other activities listed in Exhibit 11.
- The three most popular activities on business/pleasure trips were: visiting friends and relatives (74%), dining out (50%\*) and sightseeing in the country (45%\*). Business/pleasure visitors were much more likely than all Alberta visitors to sightsee in the countryside, attend sports events and visit tourist attractions (national parks, Tyrrell Museum, historical sites, Calgary Zoo, Heritage Park). They were less likely than all Alberta visitors to 'rest and relax'.

**Exhibit 11: Activities Participated in While on Trip<sup>1,2</sup>**

Activities	Total Alberta Visitor Trips	Business/ Convention Visitor Trips	Business/ Pleasure Visitor Trips
	%	%	%
Visiting friends/relatives	61	40	74
Dining out	45	60	50*
Resting/relaxing	45	12*	24*
Shopping	39	24*	34*
Taking pictures/filming	30	15*	40*
Sightseeing in the country	28	13*	45*
Personal errands	22	20*	25*
Viewing wildlife	22	13*	**
Hiking/climbing	17	13*	**
Sightseeing in cities	15	12*	**
Visiting National Parks	12	**	32*
Visiting West Edmonton Mall	9	11*	**
Attending sports events	8	**	29*
Attending local festivals, fairs, and special events	7	11*	**
Business/sales meeting	7	46	**
Visiting galleries/museums	7	**	31*
Visiting historical sites	6	**	29*
Consumer/trade show	4	**	34*
Horseback/trail riding	4	**	28*
Visiting Calgary Zoo	4	**	30*
Visiting Tyrrell Museum	4	**	28*
Conference/convention	3	14*	**
Visiting Calgary Stampede	3	**	28*
Visiting Heritage Park	3	**	29*
<b>Person Trips</b>	<b>41,090,100</b>	<b>2,644,900</b>	<b>1,570,500</b>

<sup>1</sup> Estimates of activity participation were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person-trip estimates that differ from those found elsewhere in the report.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Information Sources Used While Planning the Trip

- If business/convention visitors used any source of information to plan their trip in Alberta, they were most likely to base their planning decisions on a previous visit (43%).
- Business/pleasure visitors were more likely than business/convention visitors and total visitors to use multiple sources of information when planning their trip. All information sources listed in Exhibit 12 were used by at least one-quarter of business/pleasure visitors - the most commonly used source was the advice of friends/relatives (45%\*).
- More than one-quarter of travellers on business/convention trips (28%\*) and business/pleasure trips (26%\*) did not use any sources of information to plan their trip. This compares to one-third (34%) for total Alberta visitor trips.

**Exhibit 12: Information Sources Used While Planning the Trip <sup>1,2</sup>**

Information Sources Used	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
	%	%	%
Previous visit	36	43	32*
Advice of friends/relatives	30	16*	45*
Brochures/pamphlets	10	12*	33*
Advertisements	8	**	36*
Travel Alberta/Alberta Tourism	8	**	30*
Auto associations	5	**	30*
Travel agent	3	**	28*
Calgary Convention & Visitors Bureau	2*	**	30*
Tourism Zone Associations	2*	**	27*
No information sources used	34	28*	26*
<b>Person Trips</b>	<b>39,644,900</b>	<b>2,559,400</b>	<b>1,526,700</b>

<sup>1</sup> Estimates of information sources used while planning the trip were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person-trip estimates that differ from those found elsewhere in the report.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

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\*\* Data cannot be released due to small sample size.

# Zone of Origin of Business Trips

Exhibit 13 shows that residents of Edmonton and Calgary & District together accounted for over one-third (36%) of all business/convention trips in Alberta. Other zones which provided at least 8% of business/convention trips were: Battle River, Chinook Country, David Thompson Country, Lakeland, and Land of the Midnight Twilight.

- In general, the distribution of business/convention trips by zone of origin was similar to that for total visitor trips (see Exhibit 13). One notable exception is the Calgary & District Tourism Zone, which accounted for 22% of total trips, but only 16% of business/convention trips.

As shown in Exhibit 13, the main zones of origin for business/pleasure travel were Battle River (17%) and David Thompson Country (14%). Other important zones of origin for business/pleasure travel were: Calgary & District, Chinook Country, Edmonton, and Land of the Midnight Twilight.

- Several zones of origin provided a much smaller share of the business/pleasure travel market than the total travel market: residents of Calgary & District accounted for 22% of all trips, but only 11% of business/pleasure trips. Edmontonians took 18% of all trips, but only 9% of all business/pleasure trips.
- Other zones of origin provided a larger share of the business/pleasure market than the total travel market. For example, Battle River residents took a higher proportion of business/pleasure trips (17%) than total visitor trips (10%).

**Exhibit 13: Proportion of Business Trips Originating in each Tourism Zone**

Zone of Origin	All Trips	Business/Convention Trips	Business/Pleasure Trips
	%	%	%
Chinook Country	10	9 (4)	10* (4)
Gateway	3	5*	5*
Big Country	3	2*	**
David Thompson Country	10	8 (5)	14 (2)
Battle River	10	12 (3)	17 (1)
Lakeland	7	8 (5)	6*
Evergreen	5	5*	7*
Land of the Mighty Peace	3	4*	**
Jasper National Park	0.2*	**	**
Calgary and District	22	16 (2)	11 (3)
Edmonton	18	20 (1)	9* (5)
Banff National Park	0.5	**	**
Game Country	3	3*	7*
Land of the Midnight Twilight	7	8 (5)	9* (5)
<b>Person Trips</b>	<b>41,040,100</b>	<b>2,666,300</b>	<b>1,386,400</b>

## Zone of Origin Profiles

The following zone of origin profiles provide more detailed information about the volume and type of business travel originating from each tourism zone.

( ) Bracketed numbers show the rank order of the top 5 zones of origin for business/convention and business/pleasure trips.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Zone of Origin of Business Trips

## Zone 1: Chinook Country

- Exhibit 14 shows that Chinook Country was the zone of origin for 9% (235,600 person trips) of all business/convention trips in the province. These trips made up 6% of total travel by residents of the zone.
- Eighty-seven per cent of business/convention trips from Zone 1 were taken for the purpose of attending business meetings. More than three-quarters (79%) of business meeting trips from Zone 1 were same day trips.
- Business/pleasure trips originating in Chinook Country represented 10%\* of the provincial total, and accounted for 4%\* of travel by Zone residents. Eighty-three percent of business/pleasure trips from Chinook Country were same day trips.

## Zone 2: Gateway

- Business/convention travel from Gateway numbered 120,000 person trips, or 5%\* of all provincial business/convention trips.
- The number of business/pleasure trips originating in Gateway was about half (52% or 64,000\* trips) the number of business/convention trips. Business/pleasure trips from Gateway accounted for 5%\* of Alberta's business/pleasure travel.

## Exhibit 14: Zone of Origin - Chinook Country (Zone 1)

<b>Total Trips</b>	
Total Number of Trips from Zone	3,989,400
as % of Total Alberta Trips	10%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	235,600
as % of Total Trips from Zone	6%
as % of Total Alberta B/C Trips	9%
% of B/C Trips from Zone for Meetings	87%
% of Meeting Trips from Zone that were Day Trips	79%
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	138,500*
as % of Total Trips from Zone	4%*
as % of Total Alberta B/P Trips	10%*
% of B/P Trips from Zone that were Day Trips	83%

## Exhibit 15: Zone of Origin - Gateway (Zone 2)

<b>Total Trips</b>	
Total Number of Trips from Zone	1,230,300
as % of Total Alberta Trips	3%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	120,000*
as % of Total Trips from Zone	10%*
as % of Total Alberta B/C Trips	5%*
% of B/C Trips from Zone for Meetings	94%*
% of Meeting Trips from Zone that were Day Trips	**
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	64,000*
as % of Total Trips from Zone	5%*
as % of Total Alberta B/P Trips	5%*
% of B/P Trips from Zone that were Day Trips	**

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zone of Origin of Business Trips

## Zone 3: Big Country

- Big Country residents took 57,700\* business/convention trips, representing 2%\* of all business/convention travel in the province.
- The sample size was not large enough to show any information about business/pleasure travel from this tourism zone.

## Exhibit 16: Zone of Origin - Big Country (Zone 3)

<b>Total Trips</b>	
Total Number of Trips from Zone	1,094,400
as % of Total Alberta Trips	3%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	57,700*
as % of Total Trips from Zone	5%*
as % of Total Alberta B/C trips	2%*
% of B/C Trips from Zone for Meetings	**
% of Meeting Trips from Zone that were Day Trips	**
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	**
as % of Total Trips from Zone	**
as % of Total Alberta B/P Trips	**
% of B/P Trips from Zone that were Day Trips	**

## Zone 4: David Thompson Country

- Residents of David Thompson Country took 224,500 business/convention trips. These trips accounted for 8% of the provincial business/convention market.
- David Thompson Country provided the second largest share of Alberta's business/pleasure market (14%, or 199,100 trips).
- David Thompson Country residents took 14% of business/pleasure trips, compared to only 10% of total visitor trips.

## Exhibit 17: Zone of Origin - David Thompson Country (Zone 4)

<b>Total Trips</b>	
Total Number of Trips from Zone	3,890,400
as % of Total Alberta Trips	10%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	224,500
as % of Total Trips from Zone	6%
as % of Total Alberta B/C trips	8%
% of B/C Trips from Zone for Meetings	86%
% of Meeting Trips from Zone that were Day Trips	80%
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	199,100
as % of Total Trips from Zone	5%
as % of Total Alberta B/P Trips	14%
% of B/P Trips from Zone that were Day Trips	84%*

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Zone of Origin of Business Trips

## Zone 5: Battle River

- Battle River residents took 306,500 business/convention trips, representing 12% of the provincial market. Of these, 87% were for business meetings. Eighty percent of business meeting trips originating in this zone were same day trips.
- Battle River provided the largest share of Alberta's business/pleasure market with 17%, or 231,400 provincial business/pleasure trips.
- Battle River residents accounted for a higher proportion of business/pleasure trips (17%) than total trips (10%).

## Exhibit 18: Zone of Origin - Battle River (Zone 5)

<b>Total Trips</b>	
Total Number of Trips from Zone	4,180,100
as % of Total Alberta Trips	10%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	306,500
as % of Total Trips from Zone	7%
as % of Total Alberta B/C trips	12%
% of B/C Trips from Zone for Meetings	87%
% of Meeting Trips from Zone that were Day Trips	80%
% of B/C Trips from Zone for Conventions	14%*
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	231,400
as % of Total Trips from Zone	6%
as % of Total Alberta B/P Trips	17%
% of B/P Trips from Zone that were Day Trips	88%

## Zone 6: Lakeland

- Lakeland contributed 216,800 business/convention trips, or 8% of the provincial business/convention market.
- Business/pleasure travel from this zone represented 86,100\* trips, or 6%\* of Alberta's business/pleasure market.

## Exhibit 19: Zone of Origin - Lakeland (Zone 6)

<b>Total Trips</b>	
Total Number of Trips from Zone	2,851,200
as % of Total Alberta Trips	7%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	216,800
as % of Total Trips from Zone	8%
as % of Total Alberta B/C trips	8%
% of B/C Trips from Zone for Meetings	88%
% of Meeting Trips from Zone that were Day Trips	81%
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	86,100*
as % of Total Trips from Zone	3%*
as % of Total Alberta B/P Trips	6%*
% of B/P Trips from Zone that were Day Trips	**

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zone of Origin of Business Trips

## Zone 7: Evergreen

- Evergreen's business/convention trips numbered 119,100\*, or 5%\* of the provincial business/convention travel market.
- Business/pleasure trips from Evergreen numbered 91,600\*, or 7%\* of Alberta's business/pleasure market.

### Exhibit 20: Zone of Origin - Evergreen (Zone 7)

<b>Total Trips</b>	
Total Number of Trips from Zone	1,992,100
as % of Total Alberta Trips	5%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	119,100*
as % of Total Trips from Zone	6%*
as % of Total Alberta B/C trips	5%*
% of B/C Trips from Zone for Meetings	84%*
% of Meeting Trips from Zone that were Day Trips	81%*
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	91,600*
as % of Total Trips from Zone	5%*
as % of Total Alberta B/P Trips	7%*
% of B/P Trips from Zone that were Day Trips	78%*

## Zone 8: Land of the Mighty Peace

- Business/convention trips from Zone 8 represented 4%\* (113,300\* trips) of the provincial total. Almost all (94%\*) business/convention trips from Zone 8 were taken for the purpose of attending business meetings.
- The sample size was not large enough to show any information about business/pleasure travel from Zone 8.

### Exhibit 21: Zone of Origin - Land of the Mighty Peace (Zone 8)

<b>Total Trips</b>	
Total Number of Trips from Zone	1,046,300
as % of Total Alberta Trips	3%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	113,300*
as % of Total Trips from Zone	11%*
as % of Total Alberta B/C trips	4%*
% of B/C Trips from Zone for Meetings	94%*
% of Meeting Trips from Zone that were Day Trips	78%*
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	**
as % of Total Trips from Zone	**
as % of Total Alberta B/P Trips	**
% of B/P Trips from Zone that were Day Trips	**

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



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# Zone of Origin of Business Trips

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## Zone 9: Jasper National Park

- The number of business trips originating from Jasper National Park was too small to be reported.

## Zone 10: Calgary and District

- Calgary and District residents provided the second largest number of business/convention trips: 428,500, or 16% of the provincial market. Edmonton had the largest market share at 20%.
- The Calgary & District Zone accounted for almost one-quarter (22%) of total trips, but only 16% of business/convention trips and 11% of business/pleasure trips.
- Fourteen\* per cent of business/convention trips from Zone 10 were taken to attend conventions. Nearly three-quarters (71%\*) of convention trips taken by Zone 10 residents were overnight trips.
- Business/pleasure travel from Calgary & District comprised 11% of provincial business/pleasure trips, or 152,200 visits.
- Forty per cent\* of business/pleasure trips included an overnight stay away from home.

## Exhibit 22: Zone of Origin - Calgary & District (Zone 10)

<b>Total Trips</b>	
Total Number of Trips from Zone	8,852,200
as % of Total Alberta Trips	22%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	428,500
as % of Total Trips from Zone	5%
as % of Total Alberta B/C trips	16%
% of B/C Trips from Zone for Meetings	87%
% of Meeting Trips from Zone that were Day Trips	54%
% of B/C Trips from Zone for Conventions	14%*
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	152,200
as % of Total Trips from Zone	2%*
as % of Total Alberta B/P Trips	11%
% of B/P Trips from Zone that were Day Trips	60%*

\* Interpret with caution due to small sample size.

# Zone of Origin of Business Trips

## Zone 11: Edmonton

- Edmonton residents accounted for the largest share of the provincial business/convention market, at 20% or 526,600 trips.
- Nine\* per cent of business/convention trips from Edmonton were taken to attend a conference or convention. Most (89%\*) convention trips taken by Edmonontians involved an overnight stay.
- Almost one-third (31%) of business meeting trips taken by Edmontonians were overnight trips.
- Edmontonians took only 9%\* of total Alberta business/pleasure trips, compared to 18% of total Alberta trips.
- Almost half (47%\*) of the business/pleasure trips originating in Edmonton included an overnight stay.

## Exhibit 23: Zone of Origin - Edmonton (Zone 11)

<b>Total Trips</b>	
Total Number of Trips from Zone	7,403,000
as % of Total Alberta Trips	18%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	526,600
as % of Total Trips from Zone	7%
as % of Total Alberta B/C trips	20%
% of B/C Trips from Zone for Meetings	91%
% of Meeting Trips from Zone that were Day Trips	69%
% of B/C Trips from Zone for Conventions	9%*
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	128,400*
as % of Total Trips from Zone	2%*
as % of Total Alberta B/P Trips	9%*
% of B/P Trips from Zone that were Day Trips	53%*

## Zone 12: Banff National Park

- The number of business trips originating from Banff National Park was too small to be reported.

\* Interpret with caution due to small sample size.



# Zone of Origin of Business Trips

## Zone 13: Game Country

- Residents from this zone provided 3%\* (76,100\* trips) of the province's total business/convention travel.
- Game Country residents took 7%\* of all business/pleasure trips, but only 3% of all trips taken by Albertans.
- Game Country is the only zone in which more trips were taken for business/pleasure travel than for business/convention travel.

## Exhibit 24: Zone of Origin - Game Country (Zone 13)

<b>Total Trips</b>	
Total Number of Trips from Zone	1,194,600
as % of Total Alberta Trips	3%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	76,100*
as % of Total Trips from Zone	6%*
as % of Total Alberta B/C trips	3%*
% of B/C Trips from Zone for Meetings	78%*
% of Meeting Trips from Zone that were Day Trips	**
% of B/C Trips from Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	91,400*
as % of Total Trips from Zone	8%*
as % of Total Alberta B/P Trips	7%*
% of B/P Trips from Zone that were Day Trips	81%*

## Zone 14: Land of the Midnight Twilight

- This zone contributed 224,600 business/convention travel trips to the provincial total, or 8% of the market.
- Almost one-quarter (23%\*) of business/convention trips originating in Zone 14 were taken for the purpose of attending a convention.
- Business/pleasure travel from the zone totalled 118,300\* trips, or 9%\* of the market.

## Exhibit 25: Zone of Origin - Land of the Midnight Twilight (Zone 14)

<b>Total Trips</b>	
Total Number of Trips from Zone	3,025,900
as % of Total Alberta Trips	7%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips from Zone	224,600
as % of Total Trips from Zone	7%
as % of Total Alberta B/C trips	8%
% of B/C Trips from Zone for Meetings	78%
% of Meeting Trips from Zone that were Day Trips	85%*
% of B/C Trips from Zone for Conventions	23%*
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips from Zone	118,300*
as % of Total Trips from Zone	4%*
as % of Total Alberta B/P Trips	9%*
% of B/P Trips from Zone that were Day Trips	74%*

\* Interpret with caution due to small sample size

\*\* Data cannot be released due to small sample size

# Zones Visited on Business Trips

Almost all business/convention (96%) and business/pleasure (97%) trips taken by Albertans had a main destination within Alberta. Exhibit 26 shows the market shares, by tourism zone of destination, for total trips, business/convention trips and business/pleasure trips within Alberta.

As shown in Exhibit 26, Edmonton and Calgary & District captured about one-third (37%) of the business/convention travel market. Other zones which attracted at least 8% of business/convention trips were: Battle River, David Thompson Country, Chinook Country and Lakeland.

- Edmonton was visited on 20% of business/convention trips, compared to just 16% of total resident visitor trips.

Edmonton and Calgary & District were also visited by Albertans on business/pleasure trips. Together, these two zones attracted almost half (48%) of Alberta's business/pleasure travel market. These zones include large urban centres with events and facilities that make it easy to combine a business trip with a pleasure trip.

Other zones visited on at least 8% of business/pleasure trips were: David Thompson Country, Battle River and Game Country. Sample sizes were too small to provide reportable figures for eight of the remaining nine tourism zones.

- Edmonton captured 27% of the business/pleasure market, compared to only 16% of the total resident travel market.
- Chinook Country attracted 10% of total resident trips, but only 5%\* of business/pleasure trips.

## Profiles of Zones Visited

The following profiles provide more detailed information about the volume, value and type of business travel to each of the 14 tourism zones.

**Exhibit 26: Proportion of Trips Visiting each Tourism Zone<sup>1</sup>**

Zone Visited <sup>1</sup>	Total Alberta Trips	Business/ Convention Trips	Business/ Pleasure Trips
	%	%	%
Chinook Country	10	8 (5)	5*
Gateway	3	6	**
Big Country	3	2*	**
David Thompson Country	11	11 (4)	12* (3)
Battle River	10	12 (3)	10* (4)
Lakeland	7	8 (5)	**
Evergreen	5	3*	**
Land of the Mighty Peace	2	3*	**
Jasper National Park	2	**	**
Calgary and District	18	17 (2)	21* (2)
Edmonton	16	20 (1)	27 (1)
Banff National Park	6	2*	**
Game Country	4	4*	8* (5)
Land of the Midnight Twilight	6	6	**
<b>Person Trips</b>	<b>41,040,100</b>	<b>2,666,300</b>	<b>1,386,400</b>

<sup>1</sup> A zone was visited when a visitor indicated a specific location in that zone as their main destination, or stayed at least one night in the zone. A visitor could visit more than one zone while on a trip.

( ) Bracketed numbers show the rank order of the top 5 zones visited on business/convention and business/pleasure trips.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zones Visited on Business Trips

## Zone 1: Chinook Country

- Chinook Country captured 212,000 business/convention visits in 1991. This was 5% of the total visits to the zone, and an 8% market share.
- Business/pleasure visits to Chinook Country numbered 65,500\*, or a 5%\* market share.
- Forty-five\* per cent of business/convention trips to Zone 1 (96,100\*) included a visit to Lethbridge.
- Lethbridge accounted for over half (57% or \$11.6\* million) of total business/convention related spending in the zone.

## Exhibit 27: Zone Visited - Chinook Country (Zone 1)

	Zone 1	Lethbridge
<b>Total Trips</b>		
Total Number of Trips (000s) to ...	3,898.0	1,283.6
as % of Total Alberta Trips	10%	3%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips (000s) to ...	212.1	96.1*
as % of Total Trips to ...	5%	8%*
as % of Total Alberta B/C Trips	8%	4%*
Expenditures by B/C Visitors in ...	\$20.4M	\$11.6M*
% of B/C Trips to Zone/City for Meetings	89%	88%*
% of B/C Trips to Zone/City for Conventions	**	**
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips (000s) to ...	65.5*	**
as % of Total Trips to ...	2%*	**
as % of Total Alberta B/P Trips	5%*	**
Expenditures by B/P Visitors in ...	\$4.7M*	**

## Zone 2: Gateway

- Fourteen per cent (166,500\*) of total Alberta resident trips to Gateway were for business/convention purposes.
- Medicine Hat was visited on 62%\* (103,600\*) of the business/convention trips to Zone 2.
- Business/convention visitors spent an estimated \$13.1\* million in Zone 2. Of this, \$10.2\* million (78%\*) was spent in Medicine Hat.

## Exhibit 27: Zone Visited - Gateway (Zone 2)

	Zone 2	Medicine Hat
<b>Total Trips</b>		
Total Number of Trips (000s) to ...	1,180.2	624.9
as % of Total Alberta Trips	3%	2%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips (000s) to ...	166.5*	103.6*
as % of Total Trips to ...	14%*	17%*
as % of Total Alberta B/C Trips	6%*	4%*
Expenditures by B/C Visitors in ...	\$13.1M*	\$10.2M*
% of B/C Trips to Zone/City for Meetings	92%*	93%*
% of B/C Trips to Zone/City for Conventions	**	**
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips to Zone (000s)	**	**
as % of Total Trips to Zone	**	**
as % of Total Alberta B/P Trips	**	**
Expenditures by B/P Visitors in ...	**	**

M = millions of dollars.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Zones Visited on Business Trips

## Zone 3: Big Country

- Big Country attracted 58,400\* business/convention visitor trips, or a 2%\* provincial market share.
- Expenditures by business/convention visitors to Zone 3 accounted for \$15.4 million, or 80%\* of total business travel expenditures in Zone 3.

## Exhibit 28: Zone Visited - Big Country (Zone 3)

<b>Total Trips</b>	
Total Number of Trips to Zone	1,306,400
as % of Total Alberta Trips	3%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	58,400*
as % of Total Trips to Zone	5%*
as % of Total Alberta B/C trips	2%*
Expenditures in Zone by B/C visitors	\$15.4M*
% of B/C Trips to Zone for Meetings	**
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	**
as % of Total Trips to Zone	**
as % of Total Alberta B/P Trips	**
Expenditures in Zone by B/P Visitors	**

## Zone 4: David Thompson Country

- Six per cent of trips to David Thompson Country (281,400) were business/convention related.
- Four per cent of trips to Zone 4 (164,900\*) were business/pleasure trips. Business/pleasure travellers to Zone 4 spent about half as much (\$15.9\* million) as business/convention visitors.
- Red Deer attracted 68% of the zone's business/convention travel, and 53%\* of the zone's business/pleasure travel.
- In total, business visitors spent \$45 million in the zone. Of this, almost three-quarters (73% or \$33\* million) was spent in Red Deer.

## Exhibit 29: Zone Visited - David Thompson Country (Zone 4)

	Zone 4	Red Deer
<b>Total Trips</b>		
Total Number of Trips (000s) to ...	4,648.0	1,663.8
as % of Total Alberta Trips	11%	4%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips (000s) to ...	281.4	192.5
as % of Total Trips to ...	6%	12%
as % of Total Alberta B/C Trips	11%	7%
Expenditures by B/C Visitors in ...	\$29.1M	\$21.0M
% of B/C Trips to Zone/City for Meetings	86%	83%
% of B/C Trips to Zone/City for Conventions	**	**
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips (000s) to ...	164.9*	87.8*
as % of Total Trips to ...	4%*	5%*
as % of Total Alberta B/P Trips	12%*	6%*
Expenditures by B/P Visitors in ...	\$15.9M*	\$12.0M*

M = millions of dollars.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zones Visited on Business Trips

## Zone 5: Battle River

- Battle River captured 12%\* of the business/convention travel market with 306,600\* visits.
- Business/pleasure travel to the zone totalled 134,500\* person trips, or a 10%\* market share.
- Total business travel spending in the zone was an estimated \$53.3\* million.
- Business/pleasure visitors accounted for 30% of total business trips to the zone, but only 22% of business expenditures in the zone.

## Exhibit 30: Zone Visited - Battle River (Zone 5)

<b>Total Trips</b>	
Total Number of Trips to Zone	4,095,400
as % of Total Alberta Trips	10%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	306,600*
as % of Total Trips to Zone	8%*
as % of Total Alberta B/C Trips	12%*
Expenditures in Zone by B/C visitors	\$41.7M*
% of B/C Trips to Zone for Meetings	93%
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	134,500*
as % of Total Trips to Zone	3%*
as % of Total Alberta B/P Trips	10%*
Expenditures in Zone by B/P Visitors	\$11.6M*

## Zone 6: Lakeland

- Lakeland attracted 206,000 visitors who were travelling for business/convention purposes. This is 7% of total Alberta resident visits to Lakeland, and a market share of 8%.
- Total spending in the zone from both business/convention and business/pleasure segments was about \$27.9 million.

## Exhibit 31: Zone Visited - Lakeland (Zone 6)

<b>Total Trips</b>	
Total Number of Trips to Zone	2,855,200
as % of Total Alberta Trips	7%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	206,000
as % of Total Trips to Zone	7%
as % of Total Alberta B/C Trips	8%
Expenditures in Zone by B/C visitors	\$21.7M
% of B/C Trips to Zone for Meetings	93%
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	**
as % of Total Trips to Zone	**
as % of Total Alberta B/P Trips	**
Expenditures in Zone by B/P Visitors	**

M = millions of dollars.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zones Visited on Business Trips

## Zone 7: Evergreen

- Evergreen attracted 67,800\* Albertans on business/convention trips in 1991 — most of these trips (93%\*) were taken to attend business meetings. Business/convention trips to Evergreen accounted for 3%\* of all business/convention trips taken in Alberta.
- In total, business travel generated expenditures of \$5.9\* million in the zone.

## Exhibit 32: Zone Visited - Evergreen (Zone 7)

<b>Total Trips</b>	
Total Number of Trips to Zone	1,983,300
as % of Total Alberta Trips	5%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	67,800*
as % of Total Trips to Zone	3%*
as % of Total Alberta B/C trips	3%*
Expenditures in Zone by B/C visitors	\$3.6M*
% of B/C Trips to Zone for Meetings	93%*
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	**
as % of Total Trips to Zone	**
as % of Total Alberta B/P Trips	**
Expenditures in Zone by B/P Visitors	**

## Zone 8: Land of the Mighty Peace

- Zone 8 was visited by 70,900\* Albertans on business/convention trips: this represents 3%\* of the business/convention market.
- Together, the two business segments accounted for expenditures of \$14.4\* million in the zone.

## Exhibit 33: Zone Visited - Land of the Mighty Peace (Zone 8)

<b>Trips</b>	
Total Number of Trips to Zone	842,700
as % of Total Alberta Trips	2%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	70,900*
as % of Total Trips to Zone	8%*
as % of Total Alberta B/C trips	3%*
Expenditures in Zone by B/C visitors	\$10.2M*
% of B/C Trips to Zone for Meetings	87%*
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	**
as % of Total Trips to Zone	**
as % of Total Alberta B/P Trips	**
Expenditures in Zone by B/P Visitors	**

M = millions of dollars.

\* Interpret with caution due to small sample size

\*\* Data cannot be released due to small sample size.



# Zones Visited on Business Trips

## Zone 9: Jasper National Park

- The number of business trips to Jasper National Park was too small to be reported.

## Zone 10: Calgary and District

- After Edmonton, Calgary and District (primarily the City of Calgary) was the second most active business/convention travel destination in the province with 450,700 business/convention visits.
- The City of Calgary captured a 15% market share in the business meetings segment, a 21% share of the convention market, and a 19% share of the business/pleasure market.
- Total spending in the zone from business/convention and business/pleasure travel was \$150.6 million.
- Business/pleasure trips accounted for 39% of total business trips to the zone, but only 26% of total business spending in the zone.

## Exhibit 34: Zone Visited - Calgary and District (Zone 10)

	Zone 10	City of Calgary
<b>Total Trips</b>		
Total Number of Trips (000s) to ...	7,368.9	5,673.9
as % of Total Alberta Trips	18%	14%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips (000s) to ...	450.7	428.6
as % of Total Trips to ...	6%	8%
as % of Total Alberta B/C Trips	17%	16%
Expenditures by B/C Visitors in ...	\$111.6M	\$107.6M
% of B/C Trips to Zone/City for Meetings	84%	83%
% of B/C Trips to Zone/City for Conventions	16%*	18%*
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips (000s) ...	290.2	262.5
as % of Total Trips to ...	4%	5%
as % of Total Alberta B/P Trips	21%	19%
Expenditures by B/P Visitors in ...	\$39.0M	\$34.9M

M = millions of dollars.

\* Interpret with caution due to small sample size.

# Zones Visited on Business Trips

## Zone 11: Edmonton

- Edmonton leads the 14 tourism zones when it comes to business/convention travel. The City of Edmonton attracted 537,600 Albertans on business/convention trips in 1991. This is a market share of 20%, and represents 8% of total Alberta trips to the City.
- The zone's share of the business/pleasure market was 27% or 378,500 person trips.
- Business/convention and business/pleasure trips combined generated expenditures of \$151.4 million for the Edmonton Tourism Zone.

## Exhibit 35: Zone Visited - Edmonton (Zone 11)

<b>Total Trips</b>	
Total Number of Trips to Zone	6,549,100
as % of Total Alberta Trips	16%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	537,600
as % of Total Trips to Zone	8%
as % of Total Alberta B/C Trips	20%
Expenditures in Zone by B/C visitors	\$96.1M
% of B/C Trips to Zone for Meetings	85%
% of B/C Trips to Zone for Conventions	15%*
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	378,500
as % of Total Trips to Zone	6%
as % of Total Alberta B/P Trips	27%
Expenditures in Zone by B/P Visitors	\$55.3M

## Zone 12: Banff National Park

- Banff National Park attracted 2%\* of the business/convention market, with 60,400\* visits.
- The business/convention segment accounted for spending of \$9.3\* million in the zone.

## Exhibit 36: Zone Visited - Banff National Park (Zone 12)

<b>Total Trips</b>	
Total Number of Trips to Zone	2,604,500
as % of Total Alberta Trips	6%
<b>Business/Convention (B/C) Trips</b>	
Number of B/C Trips to Zone	60,400*
as % of Total Trips to Zone	2%*
as % of Total Alberta B/C trips	2%*
Expenditures in Zone by B/C visitors	\$9.3M*
% of B/C Trips to Zone for Meetings	**
% of B/C Trips to Zone for Conventions	**
<b>Business/Pleasure (B/P) Trips</b>	
Number of B/P Trips to Zone	**
as % of Total Trips to Zone	**
as % of Total Alberta B/P Trips	**
Expenditures in Zone by B/P Visitors	**

M = millions of dollars.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zones Visited on Business Trips

## Zone 13: Game Country

- With 116,700\* business/convention visits, Game Country captured 4% of the provincial business/convention market.
- Business/convention trips accounted for about 50% (116,700\* trips) of all business trips to the zone, and two-thirds (\$19 million) of all business spending in the zone.
- The majority of business/convention (70%\*) and business/pleasure trips (67%\*) to the zone included a visit to Grande Prairie.
- About 90% (\$17.2 million) of business/convention expenditures in the zone were made in Grande Prairie.

## Exhibit 37: Zone Visited - Game Country (Zone 13)

	Zone 13	Grande Prairie
<b>Total Trips</b>		
Total Number of Trips (000s) to ...	1,478.3	837.2
as % of Total Alberta Trips	4%	2%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips (000s) to ...	116.7*	81.4*
as % of Total Trips to ...	8%*	10%*
as % of Total Alberta B/C Trips	4%*	3%*
Expenditures by B/C Visitors in ...	\$19.0M*	\$17.2M*
% of B/C Trips to Zone/City for Meetings	97%*	97%*
% of B/C Trips to Zone/City for Conventions	**	**
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips (000s) to ...	111.3*	74.6*
as % of Total Trips to ...	8%*	9%*
as % of Total Alberta B/P Trips	8%*	5%*
Expenditures by B/P Visitors in ...	\$9.6M*	**

## Zone 14: Land of the Midnight Twilight

- Business/convention trips to the Midnight Twilight Zone numbered 155,500, or a market share of 6%.
- Together, the two business travel segments spent \$19.9\* million in this zone.

## Exhibit 38: Zone Visited - Land of the Midnight Twilight (Zone 14)

<b>Total Trips</b>		
Total Number of Trips to Zone		2,504,300
as % of Total Alberta Trips		6%
<b>Business/Convention (B/C) Trips</b>		
Number of B/C Trips to Zone		155,500
as % of Total Trips to Zone		6%
as % of Total Alberta B/C trips		6%
Expenditures in Zone by B/C visitors		\$12.9M
% of B/C Trips to Zone for Meetings		78%*
% of B/C Trips to Zone for Conventions		**
<b>Business/Pleasure (B/P) Trips</b>		
Number of B/P Trips to Zone		**
as % of Total Trips to Zone		**
as % of Total Alberta B/P Trips		**
Expenditures in Zone by B/P Visitors		**

M = millions of dollars.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Origin/Destination Analysis

To examine the flow of business travel in Alberta, the tourism zone of main destination was cross-tabulated by the zone of origin. In order to yield adequate sample sizes for this cross tabulation, the two business travel segments (business/convention and business/pleasure) were combined. However, the resulting sample sizes are still small, so most data in Exhibit 39 should be interpreted with caution.

Exhibit 39 shows the top tourism zones of origin (column 2) for business travel to each zone of main destination (column 1).

- For eight of the 12 tourism zones for which data are presented, the zone itself was its own best market for business travel. These eight zones relied on their internal markets for between 31%\* and 66%\* of business travel. For example, Land of the Mighty Peace (Zone 8) supplied two-thirds (66%\*) of its own business travel market.
- Trips for which information was collected had to include at least one overnight stay away from home, or (for same day trips) have a one-way origin-to-destination travel distance of 40 km or more. This minimum travel distance requirement explains why the Calgary & District Tourism Zone was not its own best market for business travel; it also explains why the Edmonton Tourism Zone was not the major supplier of the Edmonton business travel market. Many business trips taken by residents of these urban centres would be same day trips of less than 40 km one way: data were not collected for these trips.

**Exhibit 39: Origin/Destination Analysis for Business Travel<sup>1,2</sup>**

Zone of Main Destination	Primary Zone(s) of Origin	% of Business Trips to Zone of Main Destination from Zone of Origin
Chinook Country	Chinook Country	47%*
	Calgary & District	31%*
Gateway	Gateway	45%*
Big Country	**	**
David Thompson Country	David Thompson Country	31%*
	Edmonton	26%*
	Calgary & District	19%*
Battle River	Battle River	49%*
	Edmonton	30%*
Lakeland	Lakeland	41%*
	Edmonton	33%*
Evergreen	Edmonton	49%*
Land of the Mighty Peace	Land of the Mighty Peace	66%*
Jasper National Park	**	**
Calgary & District	Chinook	21%
	David Thompson Country	20%*
	Edmonton	17%*
	Calgary & District	14%*
Edmonton	Battle River	19%*
	Lakeland	16%*
	Land of Midnight Twilight	16%*
	Calgary & District	15%*
	Edmonton	**
Banff National Park	Calgary & District	56%*
Game Country	Game Country	36%*
	Land of the Mighty Peace	23%*
Land of Midnight Twilight	Land of Midnight Twilight	41%*

<sup>1</sup> The survey included only those trips which included at least one overnight stay away from home, or which had an origin to destination travel distance of at least 40 km.

<sup>2</sup> Business/convention and business/pleasure segments were combined in order to obtain adequate sample sizes.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Factors in Selecting a Vacation Destination

In order to determine what factors Alberta resident visitors consider important when selecting a *vacation* destination, respondents to the mailback survey were asked to rate the importance of 53 items. Ratings were made on a 4-point scale, with 1 being "not at all important" and 4 being "very important".

Exhibit 40 shows the factors rated as 'important'<sup>2</sup> and 'unimportant'<sup>2</sup> by at least 75% of travellers in either of the business travel segments. Please note that these percentages may not reflect the factors important to business travellers in selecting a business destination.

Items rated as important by 90% or more of both business segments were:

- . hygiene and cleanliness
- . scenery
- . environmental quality of air, water, soil
- . personal safety
- . warm, friendly welcome
- . opportunity to increase knowledge
- . wilderness and undisturbed nature

Business/pleasure visitors were more likely than business/convention visitors to place importance on:

- . lakes and rivers
- . chance to see wildlife not usually seen
- . mountainous areas
- . interesting small towns and villages
- . historical, archeological or military sites/buildings

Business/convention visitors gave higher priority than business/pleasure visitors to:

- . warm, sunny climate
- . reliable weather
- . inexpensive restaurants
- . beaches for swimming and sunning

<sup>1</sup> Estimates of destination selection factors were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

<sup>2</sup> Responses were based on a scale of 1 to 4, where 4=very important, 3=somewhat important, 2=not very important, and 1=not at all important. 'Important' ratings were calculated by combining the ratings of 'very' and 'somewhat' important. 'Not important' ratings were calculated by summing the ratings of 'not very important' and 'not at all important'.

\* Interpret with caution due to small sample size.

**Exhibit 40: Factors Rated as "Important" and 'Not Important' in Selecting a Vacation Destination<sup>1,2</sup>**

Factors in Selecting a Vacation Destination	Total Alberta Visitors	Business/Convention Visitors	Business/Pleasure Visitors
	%	%	%
<b>Factors Rated as 'Important'</b>			
Hygiene and cleanliness	94	96	96
Scenery	94	95	93
Environmental quality of air, water, and soil	91	93	97
Warm, sunny climate	92	93	79
Personal safety	91	90	94
Warm, friendly welcome for tourists	90	97	93
Opportunity to increase knowledge	90	95	96
Inexpensive travel	90	91	87
Lakes and rivers	89	84	94
Reliable weather	87	91	78
Wilderness & undisturbed nature	85	90	94
Budget accommodation	84	89	84
Chance to see wildlife & birds I don't usually see	83	79	90
National parks and forests	81	80	89
Inexpensive restaurants	80	85	60*
Mountainous areas	76	70	85
Beaches for swimming, sunning	76	72	47
Interesting small towns and villages	74	71	90
Interesting local people	71	74	80
Wide open spaces	70	68	77
Historical, archeological or military sites/buildings	56	58	75
<b>Factors Rated as 'Not Important'</b>			
Tennis	86	90	61*
Casinos and gambling	84	85	60*
Hunting	78	74	80
Cross country skiing	76	83	79
Golf	73	72	76
Big modern cities	73	78	79
First class hotels	61	54	75
Nightlife & entertainment	60	64	77
<b>Person Trips</b>	<b>41,090,100</b>	<b>2,644,900</b>	<b>1,570,500</b>

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# Opportunities

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What does the information on the two business travel segments mean for specific segments of the Alberta travel industry?

For **public transport** there is some level of interest in air transportation by the business/convention travel group. However, the main mode of transport continues to be the private vehicle. The major users of air transport would be business/convention delegates travelling out of province, and moving between the major cities and the more remote locations in the province. The main opportunity would seem to lie in the business/pleasure segment: packaging which includes discount air fares may have some appeal to this segment.

For **food service operators**, both business/convention and business/pleasure visitors note the importance of inexpensive restaurants in selecting a vacation destination. This suggests that they are budget conscious and will seek out inexpensive food service for many of their meals when travelling.

**Accommodation operators** of all levels will find the business travel segments a lucrative market. Both business/convention and business/pleasure visitors are heavy users of hotels, motels and resorts. Business visitors continue to highlight their need for inexpensive travel. This means budget accommodation or package priced accommodation, particularly for business visitors who are no longer on expense accounts. Business travellers who are responsible for the bottom line are also likely to use less expensive accommodations.

Overall, the business/convention market segment is driven by work decisions and by the decisions of convention organizers. There is little opportunity to increase the level of activity in this segment beyond existing programs to increase convention attendance. These programs are carried out effectively by convention and visitor bureaus and hotel/convention facilities.

Lengthening the stay of convention visitors has some potential. Pre-and/or post-convention tours and pre-post convention resort stays should be more actively packaged and marketed to highlight the factors which appeal to business travellers on vacation trips. However, the probability of business/convention travellers extending their stay on an in-province business trip is highly unlikely.

The business/pleasure travel segment does offer opportunity for expansion. If we assume that the business/convention traveller is also a potential business/pleasure traveller, there is considerable opportunity to expand the market.

The main activities on business/pleasure trips were visiting friends and relatives, dining out, and sightseeing in the country. The former is difficult to package and promote. However, dining out and sightseeing have potential for growth, particularly when we consider the services, facilities and benefits of importance to business/pleasure visitors on vacation trips. These include: inexpensive travel options, scenery, interesting small towns and villages, opportunities to increase one's knowledge, and a warm and friendly welcome.

Key to attracting this segment for extended stays and more frequent combined 'business and pleasure' trips is packaging of an incentive pricing structure which includes some or all of the elements that attract the segment. Coupons or discounts to travel attractions which appeal to business/pleasure visitors may also encourage them to lengthen their stay.

The business/pleasure market strongly favours Calgary and Edmonton as travel destinations. These destinations have the greatest opportunity to increase their penetration of the market. Opportunities for increased expenditure in these destinations lie in marketing attractions and activities which appeal to the business/pleasure traveller.



# Statistical Summary

	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
<b>Volume of Visitor Trips</b>			
Total visitor trips	41,040,100	2,666,300	1,386,400
Total household trips	23,468,100	2,247,100	887,300
Total party trips	19,324,400	1,977,000	796,900
Average travel party size	2.13	1.36	1.76
Total person nights <sup>1</sup>	30,494,400	1,872,200	856,300

<b>Number of Nights Spent Away from Home<sup>2</sup></b>			
	%	%	%
None (day trip)	67.8	69.4	74.0
1 night	10.1	11.0	8.3*
2 nights	10.6	9.0	7.0*
3-5 nights	8.2	8.6	7.5*
6 or more nights	3.3	2.0*	**
Average number of nights away from home (excluding day trips)	3.24	2.91	3.44
Average number of nights in Alberta (excluding day trips)	2.43	2.51	2.54
<b>Total Person Trips</b>	<b>41,040,100</b>	<b>2,666,300</b>	<b>1,386,400</b>

<sup>1</sup> A person night is one person spending one night in the province.

<sup>2</sup> Columns may not sum to 100% due to rounding.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Expenditures <sup>1</sup>	Alberta Visitor Trips %	Business/Convention Visitor Trips %	Business/Pleasure Visitor Trips %
Vehicle gas/oil/repairs	17.6	13.2	14.1
Meals/refreshments	16.8	15.0	16.0
Retail purchases	15.0	5.2*	17.9
Regular household groceries	10.8	3.0*	11.8*
Accommodation (excluding camping)	7.1	13.2	9.7*
Attractions/recreation/entertainment	5.7	**	**
Commercial transportation	5.5	21.3	4.0*
Groceries on trip	4.7	**	**
Package purchases	1.2	**	**
Car/RV rental/local transportation	1.0	2.2*	4.7*
Conference/convention fees	0.9	5.2*	**
Camping fees	0.5	**	**
Other purchases	14.1	17.1	16.1
Median <sup>2</sup> per person per trip	\$40.00	\$50.00	\$72.50
Median <sup>2</sup> per person per day	\$31.67	\$50.00	\$62.50
<b>Total Expenditures in Alberta</b>	<b>\$3,186,740,900</b>	<b>\$407,966,200</b>	<b>\$169,156,900</b>

Accommodation Used in Alberta <sup>3</sup>	%	%	%
Friends/relatives	50.1	17.0	41.9
Total fixed roof	30.1	77.1	53.6
Hotel/motel/resort/lodge	22.4	74.9	49.0
Own vacation home	4.0*	**	**
Other fixed roof <sup>4</sup>	3.7*	2.2*	**
Trailer/campground	17.5	2.9*	4.4*
Other/not stated	2.3*	3.1*	**
<b>Total Person Nights</b>	<b>30,494,400</b>	<b>1,872,200</b>	<b>856,300</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Medians have been used, instead of means, for analysis of per diem expenditures. The reader is cautioned that the median cannot be used to derive total expenditures.

<sup>3</sup> Columns may not sum to 100% as multiple responses were possible.

<sup>4</sup> 'Other fixed roof' includes commercial cottages/cabins, bed and breakfast, and youth hostels.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
Mode(s) of Transportation Used on Trip <sup>2</sup>	%	%	%
Private vehicle	91.8	92.0	87.8
Other motor vehicle	4.3	3.1*	9.2*
Scheduled bus/coach	2.4	**	**
Airplane	2.2	11.3	4.3*
Taxi/local bus	1.3	4.8*	**
RV/motorhome	1.2	**	**
Other	2.1	**	**
<b>Total Household Trips</b>	<b>23,468,100</b>	<b>2,247,100</b>	<b>887,300</b>

Travel Party Composition <sup>1</sup>	%	%	%
Individual	37.6	74.4	48.3
Two adults	32.1	19.1	37.5
3 or more adults - no children	6.6	2.7*	4.5*
Adult(s) with children	23.5	3.6*	9.5*
<b>Total Party Trips</b>	<b>19,324,400</b>	<b>1,977,000</b>	<b>796,900</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
Activities Participated in While in Alberta <sup>1,2</sup>	%	%	%
Visiting friends and relatives	60.7	39.6	74.1
Dining out	45.4	59.8	49.5*
Resting and relaxing	45.3	12.1*	23.6*
Shopping	38.7	24.0*	34.4*
Taking pictures/filming	29.9	15.1*	39.5*
Sightseeing in the country	28.0	13.1*	44.8*
Personal errands	22.4	19.6*	25.2*
Viewing wildlife	22.4	12.9*	**
Hiking/climbing	16.5	12.5*	**
Sightseeing in cities	14.7	12.0*	**
Visiting National Parks	11.7	**	31.7*
Visiting West Edmonton Mall	8.7	11.2*	**
Attending sports events	8.4	**	28.7*
Attending local festivals, fairs, special events	7.4	11.1*	**
Attending business/sales meeting	6.7	46.0	**
Visiting galleries/museums	6.6	**	30.9*
Visiting historical sites	6.0	**	28.6*
Visiting Calgary Zoo	4.4	**	30.3*
Horseback/trail riding	4.3	**	28.4*
Visiting Tyrrell Museum	4.3	**	27.6*
Attending consumer/trade show	4.1	**	33.6*
Visiting Heritage Park	3.2	**	28.5*
Attending conference/convention	3.1	14.3*	**
Visiting Calgary Stampede	2.9	**	27.7*
<b>Total Person Trips</b>	<b>41,090,100</b>	<b>2,644,900</b>	<b>1,570,500</b>

<sup>1</sup> Columns may not sum to 100% as multiple responses were possible.

<sup>2</sup> Estimates of activities were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that may differ from those found elsewhere in the report.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

	Total Alberta Visitor Trips	Business/Convention Visitor Trips	Business/Pleasure Visitor Trips
<b>Sources of Information Used While Planning the Trip<sup>2,3</sup></b>	<b>%</b>	<b>%</b>	<b>%</b>
Previous visit	36.3	43.3	31.6*
Advice of friends and relatives	29.6	15.8*	44.6*
Brochures/pamphlets	10.2	12.1*	32.5*
Advertisements	7.8	**	35.6*
Travel Alberta/Alberta Tourism	7.6	**	30.0*
Automobile Association	4.8	**	30.2*
Travel agent	3.0	**	28.1*
Tourism Zone/Association councils	1.8*	**	27.4*
Calgary Convention & Visitors Bureau	1.7*	**	29.7*
Didn't use any sources of information	33.6	28.2*	26.0*
<b>Total Person Trips</b>	<b>39,644,900</b>	<b>2,559,400</b>	<b>1,526,700</b>

<b>Month Returned Home from Trip<sup>1</sup></b>	<b>%</b>	<b>%</b>	<b>%</b>
January	10.0	9.1	7.7*
February	8.1	9.6	10.7*
March	7.4	9.4	6.4*
April	6.3	10.4	4.7*
May	7.7	11.0	7.9*
June	7.8	8.3	16.2
July	9.8	4.2*	6.3*
August	9.9	6.4	4.7*
September	7.5	6.1	9.3*
October	8.0	10.7	6.0*
November	7.1	7.6	14.5
December	10.4	7.2	5.6*
<b>Total Person Trips</b>	<b>41,040,100</b>	<b>2,666,300</b>	<b>1,386,400</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

<sup>3</sup> Estimates of information sources used while planning the trip were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that may differ from those found elsewhere in the report.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Zone of Origin	Total Alberta Trips	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
<b>Total Trips</b>								
Total Number of Trips from Zone (000s)	41,040.1	3,989.4	1,230.3	1,094.4	3,890.4	4,180.1	2,851.2	1,992.1
as % of Total Alberta Trips	100%	9.7%	3.0%	2.7%	9.5%	10.2%	6.9%	4.9%
<b>Business/Convention (B/C) Trips</b>								
Number of B/C Trips from Zone (000s)	2,666.3	235.6	120.0*	57.7*	224.5	306.5	216.8	119.1*
as % of Total Trips from Zone	-	5.9%	9.8%*	5.3%*	5.8%	7.3%	7.6%	6.0%*
as % of Total Alberta B/C Trips	100%	8.8%	4.5%*	2.2%*	8.4%	11.5%	8.1%	4.5%*
as % of B/C Trips from Zone for Meetings	87.0%	87.3%	94.2%*	**	86.0%	86.5%	88.0%	84.2%*
as % of B/C Trips from Zone for Conventions	13.0%	**	**	**	**	13.9%*	**	**
<b>Business/Pleasure (B/P) Trips</b>								
Number of B/P Trips from Zone (000s)	1,386.4	138.5*	64.0*	**	199.1	231.4	86.1*	91.6*
as % of Total Trips from Zone	-	3.5%*	5.0%*	**	5.1%	5.5%	3.0%*	4.6%*
as % of Total Alberta B/P Trips	100%	10.0%*	5.0%*	**	14.4%	16.6%	6.2%*	6.6%*
<b>Total Business Trips<sup>1</sup></b>								
Total Number of Business Trips from Zone (000s)	4,052.7	374.1	184.0	85.6	423.6	537.9	302.9	210.7

<sup>1</sup> 'Total Business Trips' is equal to the sum of 'Business/Convention Trips' and 'Business/Pleasure Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total Alberta Trips	Zone of Origin
								<b>Total Trips</b>
1,046.3	88.1*	8,852.2	7,403.0	202.4	1,194.6	3,025.9	41,040.1	Total Number of Trips from Zone (000s)
2.5%	0.2%*	21.6%	18.0%	0.5%	2.9%	7.4%	100%	as % of Total Alberta Trips
								<b>Business/Convention (B/C) Trips</b>
113.3*	**	428.5	526.6	**	76.1*	224.6	2,666.3	Number of B/C Trips from Zones (000s)
10.8%*	**	4.8%	7.1%	**	6.4%*	7.4%	-	as % of Total Trips from Zone
4.3%*	**	16.1%	19.7%	**	2.9%*	8.4%	100%	as % of Total Alberta B/C Trips
93.6%*	**	86.5%	91.0%	**	78.0%*	77.5%	87.0%	as % of B/C Trips from Zone for Meetings
**	**	13.5%*	9.1%*	**	**	22.5%*	13.0%	as % of B/C Trips from Zone for Conventions
								<b>Business/Pleasure (B/P) Trips</b>
**	**	152.2	128.4*	**	91.4*	118.3*	1,386.4	Number of B/P Trips from Zone (000s)
**	**	1.7%*	1.7%*	**	7.6%*	3.9%*	-	as % of Total Trips from Zone
**	**	11.0%	9.3%*	**	6.6%*	8.5%*	100%	as % of Total Alberta B/P Trips
								<b>Total Business Trips<sup>1</sup></b>
157.6	**	580.7	655.0	**	167.5	342.9	4,052.7	Total Number of Business Trips from Zone (000s)

<sup>1</sup> 'Total Business Trips' is equal to the sum of 'Business/Convention Trips' and 'Business/Pleasure Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Zone Visited <sup>1</sup>	Total Alberta Trips	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
<b>Total Trips</b>								
Total Number of Trips to Zone (000s)	41,040.1	3,989.0	1,180.2	1,306.4	4,648.0	4,095.4	2,855.2	1,983.3
as % of Total Alberta Trips	100%	9.5	2.9%	3.2%	11.3%	10.0%	7.0%	4.8%
<b>Business/Convention (B/C) Trips</b>								
Number of B/C Trips to Zone (000s)	2,666.3	212.1	166.5*	58.4*	281.4	303.6*	206.0	67.8*
as % of Total Trips to Zone	6.5%	5.4%	14.1%*	4.5%*	6.1%	7.5%*	7.2%	3.4%*
as % of Total Alberta B/C Trips	100%	8.0%	6.2%*	2.2%*	10.6%	11.5%*	7.7%	2.5%*
Expenditures in Zone by B/C Visitors (\$millions)	\$407.9	\$20.4	\$13.1*	\$15.4*	\$29.1	\$41.7*	\$21.7	\$3.6*
% of B/C Trips to Zone for Meetings	87.0%	89.3%	91.8%*	72.4%*	86.3%	93.0%	93.2%	92.8%*
% of B/C Trips to Zone for Conventions	13.0%	**	**	**	**	**	**	**
<b>Business/Pleasure (B/P) Trips</b>								
Number of B/P Trips to Zone (000s)	1,386.4	65.5*	**	**	164.9*	134.5*	**	**
as % of Total Trips to Zone	3.4%	1.7%*	**	**	3.5%*	3.3%*	**	**
as % of Total Alberta B/P Trips	100%	4.7%*	**	**	11.9%*	9.7%*	**	**
Expenditures in Zone by B/P Visitors (\$millions)	\$169.2	\$4.7*	**	**	\$15.9*	\$11.6*	**	**
<b>Total Business Trips<sup>2</sup></b>								
Total Number of Business Trips to Zone (000s)	4,052.7	262.5	186.2	65.5	435.3	409.5	251.9	100.1
Total Business Expenditures in Zone (\$millions)	\$577.1	\$25.1	\$17.0	\$19.3*	\$45.0	\$53.3	\$27.9	\$5.9*

<sup>1</sup> A zone was visited when a visitor indicated a specific location in that zone as their main destination in Alberta, or stayed at least one night in the zone. A visitor could visit more than one zone while on a trip.

<sup>2</sup> 'Total Business Trips' is equal to the sum of 'Business/Convention Trips' and 'Business/Pleasure Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total Alberta Trips	Zone Visited <sup>1</sup>
								<b>Total Trips</b>
842.7	653.1	7,368.9	6,549.1	2,604.5	1,478.3	2,504.3	41,040.1	Total Number of Trips to Zone (000s)
2.1%	1.6%	18.0%	16.0%	6.3%	3.6%	6.1%	100%	as % of Total Alberta Trips
								<b>Business/Convention (B/C) Trips</b>
70.9*	**	450.7	537.6	60.4*	116.7*	155.5	2,666.3	Number of B/C Trips to Zone (000s)
8.4%*	**	6.1%	8.2%	2.3%*	7.9%*	6.2%	6.5%	as % of Total Trips to Zone
2.7%*	**	16.9%	20.2%	2.3%*	4.4%*	5.8%	100%	as % of Total Alberta B/C Trips
\$10.2*	**	\$111.6	\$96.1	\$9.3*	\$19.0*	\$12.9	\$407.9	Expenditures in Zone by B/C Visitors (\$millions)
87.3%*	**	83.9%	85.0%	**	96.7%*	78.0%*	87.0%	% of B/C Trips to Zone for Meetings
**	**	16.1%*	15.0%*	**	**	**	13.0%	% of B/C Trips to Zone for Conventions
								<b>Business/Pleasure (B/P) Trips</b>
**	**	290.2	378.5	**	111.3*	**	1,386.4	Number of B/P Trips to Zone (000s)
**	**	3.9%	5.8%	**	7.5%*	**	3.4%	as % of Total Trips to Zone
**	**	20.9%	27.3%	**	8.0%*	**	100%	as % of Total Alberta B/P Trips
**	**	\$39.0	\$55.3	**	\$9.6*	**	\$169.2	Expenditures in Zone by B/P Visitors (\$millions)
								<b>Total Business Trips<sup>2</sup></b>
99.7	28.5	680.9	916.1	94.6	228.0	202.0	4,052.7	Total Number of Business Trips to Zone (000s)
\$14.4*	**	\$150.6	\$151.4	\$14.2*	\$28.6*	\$19.8*	\$577.1	Total Business Expenditures in Zone (\$millions)

<sup>1</sup> A zone was visited when a visitor indicated a specific location in that zone as their main destination in Alberta, or stayed at least one night in the zone. A visitor could visit more than one zone while on a trip.

<sup>2</sup> 'Total Business Trips' is equal to the sum of 'Business/Convention Trips' and 'Business/Pleasure Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

City Visited <sup>1</sup>	City of Lethbridge (in Zone 1)	City of Medicine Hat (in Zone 2)	City of Red Deer (in Zone 4)	City of Calgary (in Zone 10)	City of Grande Prairie (in Zone 13)
<b>Business/Convention (B/C) Trips</b>					
Number of B/C Trips to City (000s)	96.1*	103.6*	192.5	428.6	81.4*
as % of Total Trips to City	7.5%*	16.6%*	11.6%	7.6%	9.7%*
Expenditures in City by B/C Visitors (\$millions)	\$11.6*	\$10.2*	\$21.0	\$107.6	\$17.2*
% of B/C Trips to City for Meetings	88.2%*	92.7%*	83.3%	83.4%	96.6%*
% of B/C Trips to City for Conventions	**	**	**	17.6%*	**
<b>Business/Pleasure (B/P) Trips</b>					
Number of B/P Trips to City (000s)	**	**	87.8*	262.5	74.6*
as % of Total Trips to City	**	**	5.3%*	4.6%	8.9%*
Expenditures in City by B/P Visitors (\$millions)	**	**	\$12.0*	\$34.9	**

<sup>1</sup> A city was visited when a visitor identified that city as the main destination of their trip, or stayed at least one night in the city.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

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# Appendices

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## Appendix 1

### Methodology

The 1991 Alberta Resident Travel Survey collected data on the travel patterns, behaviours and expenditures of resident Albertans travelling within Alberta and outside the province. The data was collected by both a telephone interview and a mailback questionnaire. In order to be included in the study, all respondents had to have been 16 years of age or older and contacted at their primary residence in Alberta. Data was gathered for both those respondents who had not taken a trip in the previous month (non-traveller) and those who had (traveller). A trip was included if it ended between January 1 and December 31, 1991, and was either an overnight trip (at least one night away from home), or involved a same day destination at least 40 km or 25 miles away. Trips for the purposes of commuting to and from work, school, or moving to a new residence were not included.

A total of 17,704 telephone interviews were completed, 14,112 by travellers and 3,592 by non-travellers. Many respondents had taken more than one trip, resulting in data on a total of 25,781 unique trips. Travellers who were willing to provide their addresses were sent a mailback questionnaire. A total of 5,292 self-completed mailback questionnaires were returned. In addition, respondents could have received up to two zone specific questionnaires. Respondents returned a total of 5,925 zone specific questionnaires. Further methodological information can be found in the Technical Report.

## Appendix 2

### List of Reports

#### 1991 Alberta Resident Travel Survey:

- Provincial Summary
- Vacation/Pleasure Travel
- Travel to Visit Friends and Relatives
- Travel for Shopping
- Business and Convention Travel
- Travel by Residents of Edmonton and Calgary
- Out-of-Province Travel
- Technical Report

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# Appendices

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## Appendix 3

### Terminology

This report refers to the following traveller groups, as defined below:

**Visitor Trip** - refers to one person taking one trip with a main destination in Alberta which was 40 km or more (one way) within Alberta, or a trip with at least one night spent in the province. Also referred to as a person trip. Four people travelling together would be four person trips, as would one person taking four separate trips.

**Household Trip** - a trip taken together by persons from the same household. For example, one household trip might consist of four persons from the same household.

**Party Trip** - a trip taken by all persons who were travelling together. A party trip may consist of more than one household. For example, one party trip might consist of four persons who may or may not be from the same household.

**Overnight Visitor Trip** - a trip taken by individuals who spent at least one night away from home in the province, zone or community.

**Visitor Nights** - nights spent by visitors in the province. Visitor nights were calculated as the number of visitor trips multiplied by the number of nights spent in the province (e.g. two persons staying one night in Alberta equals two visitor nights).

**Same Day Visitor Trip** - a trip taken by individuals who indicated a specific location as their main destination in Alberta without staying any nights in the province. The trip must have been a minimum of 40 km one way.

**Zone Visitors** - individuals who visited a specific zone as their main destination in Alberta, or who spent at least one night in the zone.

**Travel Party Composition** - all persons whom the respondent considered to be travelling with him or her in the same immediate group. Travel party members need not all be from the same household. Accordingly, two adult parties are not necessarily couples, and parties of adult(s) with children are not necessarily parents(s) and their offspring.

**Household Composition** - refers to the composition of the respondent's household, regardless of who she or he is travelling with. Thus household composition does not necessarily reflect the composition of the travel party itself.



# Appendices

## Appendix 4 Map of Tourism Zones









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